

Organization: San Jose Downtown Association
Contract Period: July 1, 2010 to June 30, 2011
Contract Amount: \$495,000

2010-11 Year-End Marketing Metrics

Overall 2010-11 Marketing Goals

Contribute to recruitment of three small- and three medium-sized businesses, and retention of four businesses (influence 10 businesses to stay / set up downtown).

- Increase visits by 10 percent and occupancy by more than 5 percent at downtown high-rise condominiums.
- Produce quality events with +10 percent attendance, +10 percent business revenue / business approval, and +10 percent economic impact to city.
- Raise awareness year-over-year of downtown San Jose as a culinary / dining destination and of downtown's 100+ restaurants, resulting in net increases in foot traffic, new customers and revenues.
- Raise awareness year-over-year of downtown San Jose as a regional destination and Silicon Valley's creative urban center.

Specific Performance Measures

Downtown Living Campaign (Marketing/Downtown Living - \$8,300) .04 FTE

Annual Goal	YTD progress
Produce two open house events – October 21 and March 31.	<p>June – Broker event resulted in 4 condo sales.</p> <p>October – More than 80 brokers and agents attended, and most were new to the tour.</p> <p>Facebook: 436 visits in 2-weeks; 96 active users; 52 “likes.”</p> <p>March – More than 500 brokers and clients and potential buyers visited Axis, The 88 and City Heights. High-rise marketing teams called this event the most successful open house to date, leading sales teams to multiple solid follow-ups.</p>

Dine Downtown San Jose (Marketing Promotions/Dine Downtown - \$15,100) .07 FTE

Increase participating restaurants: (25 to 30).	32 prix fixe restaurants (City Bites up 17%).
Increase awareness and customer counts.	Reservations increased; number of dinners served was flat.

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Increase economic impact to businesses.	61% visited restaurant for the first time. Customers up 10-20% for City Bites. Most restaurants asked for event to return. Dine Downtown 2011 is June 22 – July 3.
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Communications (Communications /Website and Newsletter - \$32,060) .26 FTE

Search Engine Optimization: Rank in top 3 for 10 priority keywords.	No. 1 or No. 2 in reference to Downtown San Jose, events, and description of events. No. 1 on Google for top 10 organic keywords, referencing events, downtown, summer music and restaurants / dining, according to iSpionage
Increase friends and followers on Facebook and Twitter by +10%.	From July, Facebook followers increased 35% (21% since December) to 2930; Twitter increased 100 % to 559.
Increase subscribers to Downtown Dimensions and Downtowner Online by +10% year to year.	DTOnline up 10% since July to 3647 Dimension up +10% online

Downtown Ice (Promotional Events/Downtown Ice - \$99,900) .61 FTE

Secure title sponsor.	New 2010-11 partnerships with Hawaiian Airlines and Kristi Yamaguchi's Always Dream Foundation.
Increase attendance by 2000 skaters.	42,000 skaters (vs. 38,000 in 2009-10) plus an estimated 84,000 attendees. 4 top skating days of all time (3 days of more than 2,000 skaters) 14 days of rain November Groupon sales – 1347 (58% redemption) January Groupon sales – 1545 (76% redemption)
Increase economic impact – attendees outside SJ + 5%, hotel nights +10%, average spending downtown +10%	From a survey of 377 skaters: 85% came downtown to skate; 7% stayed in a downtown hotel (vs. 4% in 2009-10); Skater downtown averaged \$84 outside of the rink; 43% (+1% vs. previous year) came downtown from outside the city specifically to skate. Relevant visitors spending averaged \$90 in spending per day, down 4% from a year ago.

	<p>Economic benefit of \$1.6 million (down from \$1.7 million in 2009-10).</p> <p>Note: totals above do not include rink admissions revenue or any secondary or indirect spending.</p>
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Music in the Park (Promotional events/Music in the Park - \$76,200) .46 FTE

Annual Goal	YTD progress
Increase event attendance 10%.	9.4% increase in attendance
Through the marketing campaign, drive traffic to sjdowntown.com. Increase traffic.	167,000 views on the Music in the Park web page for May - August – accounting for 80% of the visits to the sjdowntown.com home page. Improved server, no breakdowns.
Maintain high-caliber reputation as the Bay-area's premiere free summer concert series.	Recognized as "Best Local Festival" honors in Metro's 2010 Best of Silicon Valley readers poll for a second year in a row.
Increase economic impact – attendees outside SJ + 10%, hotel nights +10%, average spending downtown +5 % .	<p>From a survey of 531 attendees: 91% came DT specifically for the event; 11% stayed in a downtown hotel; 34% relevant visitors (vs. 25% in 08 and 09) \$56 average spending outside venue (-18%) Increased attendance and out-of-town attendees pulled economic impact up to \$3.6 million.</p> <p>Music in the Park 2011 begins June 2.</p>

Starlight Cinemas (Public Space Programming/Outdoor Movies - \$45,200) .17 FTE

Increase movie attendance 25%	Attendance doubled in 2010.
Increase attendance at Zombie-O-Rama event by 25 percent.	Zombie-O-Rama drew a record-breaking 2,000 attendees, +100 percent.
Increase economic impact – attendees outside SJ + 10%, average spending downtown +10%	<p>From a survey of 213 surveys: 22% relevant visitors; Average spending outside event increased from \$29 to \$33; Economic impact increased +60% to \$160,000.</p> <p>Starlight Cinemas 2011 begin June 8.</p>

Farmers' Market (Promotional Events - \$9,500) .07 FTE

Average 1,500 attendees per week. Incremental growth +10 percent as downtown office occupancy increases.	Averaged 1,500 attendees July – September and 1,200 October – December.
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Implement zero waste objective	Became Zero Waste certified and diverted 82% of our waste into compost and recyclables.
Increased sales neighboring businesses +10% vs. year prior, +10 percent vs. other days of week, and +10 percent average spending vs. other days.	Businesses report customer spending flat vs. prior year, increased activity on Friday vs. other days, and more spending per person on Friday vs. other days.

Advertising (Print, Radio and Online - \$57,700)

.21 FTE

Annual Goal	YTD progress
Utilize traditional and new media to increase public awareness of downtown attractions and assets by maintaining market share (sales and attendance numbers) compared to previous year. Increase website traffic driven to sjdowntown.com and sjdowntownparking.com from ads by 10%.	<p>Holiday print ads reach 1,195,576 readers. Traffic to websites after ads run increase 15 percent.</p> <p>Holiday radio campaigns reached 500,000 listeners weekly in Santa Clara County aged 25-49. Additional ads obtained due to SJDA's non-profit status. Co-op with 8 businesses tripled campaign budget. Leveraged values include ads in 12,000 Holiday CDs, online banners, on air giveaways and holiday brochure distribution at station promo booths.</p> <p>Holiday online campaign impressions to 150,000, up 50%. New this year, Facebook and keyword campaigns. Online click-thrus for Dine Downtown, Open Houses and Silicon Valley Restaurant Week increased 20%.</p> <p>Open House event March 31 was promoted through social media: Facebook event fan page (8,038 visits), an event blog (663 visits; 1,818 page views; average time spent on blog - 3 min 9 seconds (73% new visits), Twitter campaign (346 subscribers and listed by 21 people), and e-blasts to various Realtor and broker lists.</p> <p>Spring and Dine Downtown campaigns tagged with the Pv logo and validated parking message begin in May 2011.</p>

Downtown Dining Gift Certificates (Marketing promotions - \$4,200)

.02 FTE

A minimum 15 visual and performing arts groups distribute 45,000 Downtown Dining	20 arts groups express overwhelming support of this program year-to-year and use
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Gift Certificates to season ticket holders and museum members.	certificates year-round as incentive to subscription / membership buyers.
Maintain or increase the number of participating downtown restaurants.	Increased participation by one, to 18 restaurants. Certificate has value of \$180. 2011-12 certificates produced in June/July.

Collateral

(Official Visitors Guides, Holiday and Summer brochures, Walking Map - \$19,700) .16 FTE

Awareness campaign: seeks 100% year-to-year participation by sponsors; 100% positive reviews by participating businesses, 100% distribution of deliverables throughout downtown and 10% distribution growth outside downtown.	<p>Downtown advertisers in OVG grew from 7 to 17.</p> <p>High demand for collateral from TSJ, hotels, Groundwerx, SJSU, arts groups and visitors allows for annual distribution of 10,000 OVGs and 60,000 walking maps. Summer brochure 93% distributed.</p> <p>Listings are leveraged online and in other publications and SJDA deliverables. Distributed also to Willow Glen, Santana Row, Sunnyvale, Los Gatos and Campbell.</p> <p>40,000 holiday brochures produced and 95% distributed. 19% distributed outside downtown to Santana Row, Oakridge Mall, Los Gatos, Campbell and Willow Glen, and at MIX and KBAY holiday events.</p>
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Commercial Tenant Outreach (Marketing/Outreach - \$18,000) .20 FTE

<p>48 visits of office tenants per year, coordinated with RDA.</p> <p>150 “unique” retail visits/check-ins.</p>	<p>95% approval rating of visit by business.</p> <p>46 office visits / property manager visits year-to-date.</p> <p>103 retail check-ins to date.</p> <p>Retention direct saves: Improv and Yong’s Fashion Wigs. Also, assisted Legacy properties with their recruitment efforts.</p> <p>Initiated Commercial Property Managers meetings about safety, leasing and economic development Oct. 21 and Feb. 10, with additional ad-hoc meetings in December and</p>
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	<p>March. Each attended by 12-16 property owners.</p> <p>Assisting with publicity for Nov. 15 and March 28 restaurant seminars (attracting 40 attendees)</p>
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Core Neighborhood Promotions (San Pedro, SoFA and Historic District - \$40,240) .18 FTE

Annual Goal	YTD progress, where applicable
<p>Increased South First Friday (SFF) attendance 10 percent.</p> <p>Enhance SoFA – improve customer satisfaction by 10 percent with programs such as:</p> <ul style="list-style-type: none"> • Events run with Left Coast Live, SubZero, ZeroOne and SFF. • Street musicians in evening. • Murals. • Soccer world cup events. • Impromptu events 	<p>August and September SFF's up 25 percent vs. previous year. Added two new sites to the art walk.</p> <p>Worked with 1stACT on SoFA district Small Wonders – 30 special events, from lunches, rock-stacking and temporary art in Gore Park to comic book day at Slave Labor Graphics and arias at Caffè Trieste.</p> <p>Monthly updates to www.southfirstfridays.com and event information e-mailed monthly to more than 15,000 arts patrons and at least 8,000 Downtowner Online subscribers, plus full-page color ads in Metro.</p> <p>New SFF brochure produced and distributed in May 2011.</p>
<p>Redesign San Pedro Square website.</p> <p>Reposition San Pedro Square with opening of Urban Market.</p>	<p>The neighborhood website (sanpedrosquare.com) re-launched in April. Website promoted on a new neighborhood brochure (15,000) due out in spring. Little Italy to be added to brochure</p>
<p>Historic District – marketing and promoting 15 San Fernando restaurants as new coalition.</p> <p>Improve perception and identity of Historic District by 10 points.</p> <p>Maintain holiday décor throughout district.</p>	<p>No measurable results. Tactics include: working with police, businesses and Groundwerx on homeless and drug issues.</p> <p>Connected San Fernando Street restaurants with outside event producer.</p> <p>District marketing to include new brochure supported by social media campaign.</p> <p>Holiday décor on Post, First and Second streets installed.</p>

Public Space Programming (\$68,900)

.21 FTE

Annual Goal	YTD progress, where applicable
Install six art exhibits in vacant storefronts as part of Phantom Galleries program.	<p>Nine exhibits were installed August – March Coordinated 14 exhibits in non-traditional spaces July – March.</p> <p>An average of 17 quarterly announcements and opportunities posted to the Phantom Galleries web site – averaging 15 blog posts each quarter.</p>
<p>Improve customers / visitors / sales at KALEID Gallery by 20 percent.</p> <p>Increase holiday caroling and participating businesses by 10%.</p>	<p>60 artists on view at KALEID at all times; 40 artists on wait list; attendance soared to 400-600 month; art sales increased 5%.</p> <p>50-caroling performances and 100 hours – up 25% over last year.</p> <p>7 routes, 42 businesses involved with caroling +20%.</p>
<p>Produce three outdoor street market events to coincide with South First Fridays art gallery walks in August and September 2010 and June 2011.</p> <p>Increase attendance 10%.</p>	<p>August 6 Street Market included 33 artist booths/displays, stages and street musicians.</p> <p>Sept. 3 Street Market grew to 37 artist booths/displays, stages and street musicians.</p> <p>August attendance 1,500 +85%. Sept. attendance 1,200 +35%.</p> <p>The next Street Market is June 2011.</p>